



“A new breed of CRM is redefining how companies interact with their constituents. Today, CRM technology is being used to address how organizations interact with partners, suppliers and employees. It helps companies more effectively target sales prospects and drive cross-sell opportunities into their best customers. It automates workflow and leverages investments in other systems to construct a unified view of the customer. And ultimately, it facilitates better decision-making.”

— Joe Allegra, General Partner
609-873-9204 | jallegra@edisonventure.com



Edison finances software and service companies that address opportunities in CRM, and related customer and employee outreach segments. We continue to seek emerging growth companies where our wealth of experience and network of contacts will accelerate growth and build value for management and shareholders.

Edison Investment Experience with Leading CRM Companies



- > Cadient
- > Commence
- > Contact Software
- > Dendrite
- > EIS
- > Fishbowl Marketing
- > Genesis
- > Gomembers
- > IMA
- > International Telesystems
- > Marketing Information Systems
- > MCorp
- > MEI
- > Scribe
- > Sela2
- > USADATA
- > Versatility
- > Vocus



Promising Market Opportunities

- Social Networking
- Vertically-oriented CRM solutions
- Employee & alumni communications
- Idea management
- Sales and Marketing automation



Management from active and exited CRM companies
share industry trends and best practices.